



DOCKET NO.: FLOR-0162

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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JUN 07 2004

In Re Application of:

Richard G. Rebh

Confirmation No.: 5193

Application No.: 09/965,963

Group Art Unit: 2611

Technology Center 2600

Filing Date: September 28, 2001

Examiner: Not Yet Assigned

For: METHODS AND SYSTEMS OF INTERACTIVE ADVERTISING

DATE OF DEPOSIT: 6/1/04

I HEREBY CERTIFY THAT THIS PAPER IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL, POSTAGE PREPAID, ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO THE UNITED STATES PATENT AND TRADEMARK OFFICE, P.O. BOX 1450, ALEXANDRIA, VA 22313-1450.

TYPED NAME: Michael J. Bonella  
REGISTRATION NO.: 41,628

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

INFORMATION DISCLOSURE STATEMENT

Pursuant to 37 CFR § 1.56 and in accordance with 37 CFR §§ 1.97-1.98, information relating to the above-identified application is hereby disclosed. Inclusion of information in this statement is not to be construed as an admission that this information is material as that term is defined in 37 CFR § 1.56(b).

- ☒ In accordance with § 1.97(b), since this Information Disclosure Statement is being filed either within three months of the filing date of the above-identified application, within three months of the date of entry into the national stage of

the above identified application as set forth in § 1.491, before the mailing date of a first Office Action on the merits of the above-identified application, or before the mailing date of a first Office Action after the filing of request for continued examination under § 1.114, no additional fee is required.

☐ In accordance with § 1.129(a), this Information Disclosure Statement is being filed in connection with ☐ the first or ☐ second After Final Submission, therefore:

☐ Certification in Accordance with § 1.97(e) is attached; or

☐ The fee of \$180.00 as set forth in § 1.17(p) is attached.

☐ In accordance with § 1.97(c), this Information Disclosure Statement is being filed after the period set forth in § 1.97(b) above but before the mailing date of either a Final Action under § 1.113 or a Notice of Allowance under § 1.311, or before an action that otherwise closes prosecution in the application, therefore:

☐ Certification in Accordance with § 1.97(e) is attached;  
or

☐ The fee of \$180.00 as set forth in § 1.17(p) is attached.

☐ In accordance with § 1.97(d), this Information Disclosure Statement is being filed after the mailing date of either a Final Action under § 1.113 or a Notice of Allowance under § 1.311 but before, or simultaneously with, the payment of the Issue Fee, therefore included are: Certification in Accordance with § 1.97(e); and the submission fee of \$180.00 as set forth in § 1.17(p).

- ☒ Copies of each of the references listed on the attached Form PTO-1449 are enclosed herewith.
- ☐ Copies of references listed on the attached Form PTO-1449 are enclosed herewith
- ☐ Copies of references listed on the attached Form PTO 1449 are not required to be submitted pursuant to the June 30, 2003 recent revisions to 37 CFR § 1.98(a)(2)(i).


## EXCEPT THAT:

- ☐ In view of the voluminous nature of references [list as appropriate], and the likelihood that these references are available to the Examiner, copies are not enclosed herewith.
- ☐ In accordance with § 1.98(d), copies of the following references listed on the attached Form PTO-1449 are not enclosed herewith because they were previously cited by or submitted to the U.S. Patent and Trademark Office in patent application(s) for which a claim for priority under 35 U.S.C. § 120 have been made in the instant application:
- ☐ Copies of references [list as appropriate] listed on the attached Form PTO-1449 were previously cited by or submitted to the Patent and Trademark Office in prior Application No. \_\_\_\_\_, filed \_\_\_\_\_.

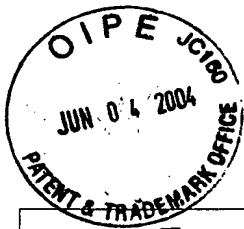
Please charge any deficiency or credit any overpayment to Deposit Account No. 23-3050. This form is submitted in duplicate.

There are no listed references which are not in the English language.

Date June 1, 2004

  
\_\_\_\_\_  
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<b>Form PTO-1449 Modified</b>  List of Patent and Publications Cited by Applicant (Use several sheets if necessary)  U.S. Department of Commerce Patent and Trademark Office	Docket No. <b>FLOR-0162</b>	Application No. <b>09/965,963</b>
	Applicant <b>Richard G. Rebh</b>	
	Filing Date <b>September 28, 2001</b>	Group <b>2611</b>
	Confirmation No. <b>5193</b>	<b>RECEIVED</b>  JUN 07 2004

**U. S. PATENT DOCUMENTS**

Technology Center 2600

Examiner Initial		Document No.	Date	Name	Class	Subclass
	1	4,126,854	11/21/78	Sheridon	340	373
	2	5,604,027	02/18/97	Sheridon	428	323
	3	5,723,204	03/03/98	Stefik	428	206
	4	5,753,381	05/19/98	Feldman, et al.	428	690
	5	5,876,863	03/02/99	Feldman, et al.	428	690
	6	6,011,352	01/04/00	Haynes	315	505
	7	6,014,116	01/11/00	Haynes, et al.	345	1
	8	6,034,481	03/07/00	Haynes	316	169.3
	9	6,054,809	04/25/00	Haynes, et al.	313	505
	10	6,274,985 B1	08/14/01	Haynes	316	169.3

**FOREIGN PATENT DOCUMENTS**

Examiner Initial		Document No.	Date	Country	Translation	
					YES	NO

**EXAMINER****DATE CONSIDERED**



<b>Form PTO-1449 Modified</b>  List of Patent and Publications Cited by Applicant (Use several sheets if necessary)  U.S. Department of Commerce Patent and Trademark Office	Docket No. <b>FLOR-0162</b>	Application No. <b>09/965,963</b>
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### U. S. PATENT DOCUMENTS

Examiner Initial		Document No.	Date	Name	Class	Subclass
	11	6,353,921 B1	03/05/02	Law, et al.	716	17
	12	2001/0004483 A1	06/21/01	Blum, et al.	428	85
	13	2001/0011399 A1	08/09/01	Blum	15	215
	14	2002/0023308 A1	02/28/02	Blum, et al.	15	104.002
	15	2002/0028313 A1	03/07/02	Blum, et al.	428	54
	16	2002/0068147 A1	06/06/02	Blum, et al.	428	131
	17	2002/0121985 A1	09/05/02	Blum, et al.	340	815.4
	18	2002/0156634 A1	10/24/02	Blum, et al.	704	270
	19	2003/0093870 A1	05/22/03	Blum, et al.	15	215
	20	2003/0177679 A1	09/25/03	Blum, et al.	40	606.03
	21	2004/0001002 A1	01/01/04	Blum, et al.	340	573.1
	22	2004/0019993 A1	02/05/04	Blum, et al.	15	215
	23	2004/0021617 A1	02/05/04	Blum, et al.	345	1.3

### FOREIGN PATENT DOCUMENTS

Examiner Initial		Document No.	Date	Country	Translation	
					YES	NO
<b>EXAMINER</b>				<b>DATE CONSIDERED</b>		